



**UNSW**  
SYDNEY

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University



# MDIA3006

Production Studio

Term Three // 2020

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Alyssa Rothwell	<a href="mailto:a.rothwell@unsw.edu.au">a.rothwell@unsw.edu.au</a>	via email appointment	311G	

### School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: [sam@unsw.edu.au](mailto:sam@unsw.edu.au)

Website: [www.arts.unsw.edu.au/sam](http://www.arts.unsw.edu.au/sam)

The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

## Course Details

### Credit Points 6

### Summary of the Course

In Production Studio you will work with an industry client to develop a project to realisation, identifying your area of specialisation and consolidating the skills to take you towards employment in the media industries. The main emphasis in this course is practical production, augmented by critical and creative thinking within a range of specialisations including Animation, Video Production, Interaction Design or Sound. Honing your skills in a 'real-world' industry context, you will produce original creative work ready for inclusion in your professional practice show reel and portfolio.

### Course Learning Outcomes

1. Demonstrate skill in professional practice, organisation, time management, communication and a personal production style
2. Respond to critical feedback in a professional and creative way.
3. Demonstrate an understanding of the relationship of form, content and audience in a media production.
4. Articulate their place in the wider Media industry

### Teaching Strategies

Production Studio is designed to ready you for future employment in the media production industry. A professional production studio environment will be created within course rooms.

You will be supported to work on a specific professional project provided by a client. Classes will be structured to support your production methods associated with your selected client brief.

You will have opportunities to:

- meet with the clients and discuss the brief/s.
- engage in activities to promote creative and technical skill development.
- become immersed in practical production research.
- work collaboratively (or in teams where necessary).
- receive critical feedback and support from the lecturer, peers and the client.
- pitch an idea and prepare a project proposal in response to the Client brief.

You will be encouraged to take responsibility for your professional practice by:

- preparing a professional proposal including a production schedule and budget.
- organising meetings with your client.
- booking production spaces and equipment.
- developing and gathering all the resources you require to get the job done.
- participating in regular informal feedback session.

# Assessment

## Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Presentation - Concept, Research, and Planning	40%	Week 8 in Studio Session	1,2,3,4
Client Project	60%	06/08/2020 05:09 PM	1,2,3,4

## Assessment Details

### Assessment 1: Presentation - Concept, Research, and Planning

**Start date:** Not Applicable

**Details:**

6-8 minute informal presentation to the lecturer, supported by the delivery of a 2 x A4 printed document (approx. 800-1000 words) and supporting digital material mix of (maximum 2 minutes of raw video and/or 12 image samples)

Verbal feedback via one-to-one consultation with the lecturer

Grade provided separately via LMS, post consultation.

**Additional details:**

Note: The description for Assessment Task 1 has some errors. An up to date and detailed brief for this assessment task and supporting guidelines will be provided.

### Assessment 2: Client Project

**Start date:**

**Details:**

As per client's brief, approximately 3-5 mins video, animation of 1-2 minutes, and sound design 5-10 mins.

Feedback method: Informal screening for the class and feedback session with client, lecturer, and peers.

Follow-up written feedback via LMS

This is the final assessment

**Additional details:**

Note: The description for Assessment Task 2 has some errors.

An up to date and detailed brief for this assessment task and supporting guidelines will be provided.

## Attendance Requirements

All students must attend at least 80% of the scheduled class hours for this course, in order to achieve satisfactory academic progress. Failure to achieve satisfactory attendance may result in a fail grade.

Studies have shown that high attendance correlates with better engagement and success on a course. By punctually attending and actively participating in your classes you not only increase your own opportunities for success, but you also help build a learning community with other students. If you are not able to regularly attend classes, you should consult your relevant Course Authority.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 14 September - 18 September	Online Activity	Course Overview Introduction to Client Projects
	Studio	Media Production Industry Skills Development 1
	Group Work	Industry Client Project
Week 2: 21 September - 25 September	Online Activity	Innovation & collaboration, developing the client project brief.
	Studio	Media Production Industry Skills Development 2
	Group Work	Industry Client Project
	Assessment	Industry Client Collaborative Project Brief
Week 3: 28 September - 2 October	Online Activity	TBC
	Studio	Media Production Industry Skills Development 3
	Group Work	Industry Client Project
Week 4: 5 October - 9 October	Online Activity	TBC
	Studio	Media Production Industry Skills Development 4
	Group Work	
	Assessment	Industry Client Project- Proposal.  Project description and proposed form & style including look & feel or mood board/storyboard/samples/examples.
Week 5: 12 October - 16 October	Online Activity	TBC
	Studio	Media Production Industry Skills Development 5
	Group Work	

Week 6: 19 October - 23 October	Project	This is a week without formal timetabled classes. An opportunity to work on your client project.
Week 7: 26 October - 30 October	Group Work	Industry Client Project
	Studio	Media Production Industry Skills Development 6
	Assessment	Industry Client Project First Draft Presentation
Week 8: 2 November - 6 November	Group Work	Industry Client Project
	Assessment	"Sizzle Reel" screening & submission
	Group Work	Industry Client Project
Week 9: 9 November - 13 November	Group Work	Industry Client Project
	Group Work	Industry Client Project
Week 10: 16 November - 20 November	Assessment	Screening Client Project

## **Resources**

### **Prescribed Resources**

A computer with internet access, camera and microphone.

The TEAMS APP downloaded from the UNSW website. <https://student.unsw.edu.au/teams-students>

A Covid-19 safe face mask.

### **Recommended Resources**

#### **Course Evaluation and Development**

A combination of the following approaches will be used to gather feedback about the course. UNSW MyExperience course and teaching evaluation and improvement process. Anecdotal Evaluation, where students from time to time during the semester are engaged in informal discussions about the course. Observational Evaluation where the lecturer (convener or tutor) regularly observes the effectiveness of classes and lecture and modifies the course content and delivery in response to those observations. Past evaluation findings have been acted upon in the following ways. It was identified through feedback that students benefited when the course assessment tasks were aligned with needs of the client project and client project deadlines. In response to that feedback all assessment tasks relate directly to the client project. It was identified in past feedback that there was a need for students to have more in class time to work on group projects and individual projects. In response to that feedback there is more time allocated for independent & group research tasks within the weekly course structure. There is now more class time to work with other students, engaging in creative problem solving. It was identified in past feedback that an active and interactive classroom environment was most engaging and beneficial to learning. In response to that feedback lecture activities have been redesigned to encourage greater participation and student engagement with course content with an emphasis on self-directed learning.

## **Submission of Assessment Tasks**

### **Turnitin Submission**

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au) . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

**Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

**Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

## Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## Image Credit

***Destiny, Henri Matisse 1954.***

## CRICOS

CRICOS Provider Code: 00098G

## Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.